

## Sale of Waists

Thousands of the newest and handsomest White Lawn Waists, beautifully trimmed with lace and embroidery; buttoned front and buttoned back; long sleeves and short sleeves; some fine madras and linen waists included; sizes 34 to 44; all worth \$1.50; for Opening..... **85c**

Women's extra well-made Waists of best checked madras, ginghams, and percales; all sizes; fast colors; none worth under 59c; Opening price..... **39c**

You Can  
Have It  
Charged.

# Hechts'

513-515-517  
Seventh  
Street.

## Men's Collars, 5c

Here's a great chance for men in the Opening—We are to close out all the famous "Triangle" brand of Men's Collars, to place in stock the popular "Arrow" Brand; the "Triangle" 4-ply Linen Collars sell always at 15c—they are in quarter and half sizes; all sizes, shapes, and heights. Take as many as you want in the Opening tomorrow at..... **5c**

Cuffs, 8c pair.

# The Spring Opening at the Hecht Stores

The week beginning tomorrow has been set apart for an exposition of the new lines that will easily be the most comprehensive and authoritative exhibit of the season. The style creators of our own country, as well as those of the foreign capitals, contribute lavishly toward making this what it has always been for the Washington shoppers—THE style event of the entire year. Months back we began preparations and laid our plans for the most surpassing occasion a Spring Opening can aspire to—no source was overlooked that could contribute to the brilliant success we predict for this week at Washington's most popular store. The millinery and women's tailored wear claim first attention, as they well deserve, for never have we invited the women of Washington to a more charming exhibit.



## All Opening Interest Centers About the Superb Millinery Display

Each successive season has given the Hecht Stores a more and more commanding position as leaders in the display of the most stylish and up-to-date Millinery. For the Opening our plans are the most pretentious and our efforts the most unsparing to make the occasion a fitting climax to the show events of the past, that have been talked about from one end of Washington to the other. And we feel that we have succeeded. We extend to you a cordial invitation to pass judgment upon the display we have prepared for the first showing tomorrow, and which is to continue for the week.

From Paris and the European style centers the collection of Spring Hats surpasses that shown by any other Washington store—in point of variety and beauty of creation the display is the most exquisite ever brought together. Of equal interest and worthy of rank with the smartest of the foreign masterpieces are the productions of the best of the American millinery creators, together with the beautiful examples that come from our own millinery workrooms—altogether forming the most charming exposition of the new millinery that will be seen this season.

Visit the Millinery Salon Tomorrow and the Days Following. It's a Beauty Show That Will Make Your Coming a Pleasure to Be Long Remembered.

For the Opening we have arranged a series of underpriced-specials in the Millinery Department that will add profit to your pleasure—

**\$5.00** At this price we make an Opening special of Women's Handsomely Trimmed Hats in many beautiful styles and effects—all the newest and most popular shapes, all materials the best—hats that are well worth \$7.50 to \$9.00. The variety is large and the choice is practically unlimited.

**\$1.49** A special Opening offering of Women's New Chiffon Hats, in the latest millinery shape and large and small dress hats; black, white, and various wanted colors; these fine quality chiffon hats are properly priced at from \$2.50 to \$5; a most attractive special at \$1.49.

### 39c Flowers, 19c

Handsome red, pink, white, blue, and maize roses, 3 in large bunch; daisies, in clusters of 12; natural-color violets in large clusters; for-get-me-nots in sprays of 6, pink, light blue; buds of various kinds in clusters of 6; none worth under 39c.

**\$2.98** At \$2.98 we place on sale for the Opening the hats that will later on sell at \$5 to \$7. These are all one-of-a-kind hats, in many beautiful styles and representing many of the smartest models of the season. For the Opening week only we shall make these \$5 to \$7 hats a special offering at \$2.98.

**29c** For Opening we shall make an attractive special offering of Children's Hats in fine mixed straws, in navy blue and white, brown and white, and cardinal and white; all are new and most desirable; the selling price regularly will be 89c.

### New Quills, 12½c

Good size and handsome shape Quills, in black, white, and in all the most-wanted colors; extra good quality; not one would sell regularly under 25c; for the Opening week we shall put them on sale at half..... **12½c**

### Notion Specials

China Buttons, 3c  
small; 12 dozen for 3c  
Wire Hair Pins, straight and crimp, 1c  
do; 2 papers.....  
Featherstitched Braid, white and red; 6c  
yard piece.....  
Adamantine Pins; all sizes; 12 papers for 1c  
do; paper.....  
Pearl Dress Buttons, large; dozen..... 5c  
New "Never-Open" Vent and Plaque Fasteners, in one piece..... 7c  
Women's Military Sash-front Pad, 19c  
Hose Supporters.....  
Chiffon Featherbone Collar Foundations; all colors; pointed and round..... 5c



## Silks

It is to be a silk season as never before—and we are prepared for it with all that's new and stylish. Souvenir Opening prices will obtain.

Beautiful New Checked Louisiana Silks for Spring, in such shades as light blue, pale golden, Alice blue, violet, and ecru, with pretty colored check effects; the selling price is 28c; opening price..... **19c**

The New and Stylish Coln-dot Silk Foulards; 22 inches wide; navy and black grounds; will be the most popular foulards of the season; value is 52c; opening price..... **49c**

Genuine Hand-woven White Habutai Silk; full yard wide; very serviceable quality and fine texture; will be greatly in demand; the value is \$1; opening price..... **69c**

Rich and Beautiful Plain-color Silk Pongees; 20 inches wide; extremely desirable; fine assortment of the latest shades to select from; these Silk Pongees sell at 50c regularly; opening price..... **50c**

The Always-wanted Black Taffeta Silks; beautiful, soft, and fine finish; 15 pieces in all; no store ever sells these silks under \$1. For the Opening at..... **79c**

Handsome Imported Messaline Silks; 20 inches wide; in plain white and black; very rich and lustrous finish; will sell splendidly; these popular silks are selling at \$1. For the Opening at..... **89c**

Black Yard-wide Taffeta Silks; extra fine and serviceable quality; 8 pieces only in the lot; these taffetas have never sold under \$1.20 a yard. For the Opening we price them..... **89c**

Rich and Handsome Guaranteed Black Taffeta silk, yard wide; woven especially for us; fully guaranteed; the value is positively \$1.20 a yard. For the Opening you can buy it..... **\$1.19**

## Grand Opening Exhibit of Women's Suits, Skirts, Wraps, Waists

An example of the season's most stylish creations. It is made of fine and soft chiffon Panama in the spring weight; colors are garnet, blue, gray, and black; jacket is beautifully designed with black silk braid and ornaments; skirt and sleeves trimmed with silk braid; lined with best satin. Skirt is in the all-over pleated style. Opening price..... **\$16.98**

Finest Men-tailored Skirts in best quality Panamas and Voiles; blue and black; the latest spring productions; some in all-over pleated styles, some designed with clusters of pleats; the value of these fine skirts is \$19.98. For the Opening underpriced..... **\$7.98**

One of the very latest new spring models, made of finest chiffon Panama, in black, blue, garnet, and gray; coat is made with fancy silk braid, vest effect, and is elaborately trimmed with black silk braid; lined with best satin; skirts in the new cluster pleats; in both women's and misses' sizes; would never sell under \$30 usually. Opening price..... **\$18.98**

Extra quality Taffeta Silk Underskirts, in black and various wanted colors and 2-tones; effects; with extra dust ruffle; all \$3.98. Skirts, at..... **\$2.98**

Splendidly Tailored New Spring Skirts in finest chiffon, Panama, and broadcloth; in black, blue, light gray over plaids and checks. The tailoring and every detail of making and materials are absolutely faultless; the styles are easily examples of the best the new spring fashions will show. Handsomely designed with box pleats and side pleats of match materials; no more stylish and up-to-date garments will be chosen. Every one of these skirts is worth \$10. Skirts, for the Opening..... **\$4.98**

A special purchase of new and handsome Jap Silk Waists, in both black and white; they are beautifully embroidered and have tucks front and back; short sleeves and new stock collar; extremely handsome waists and made to sell at \$3.98. A great Opening special at..... **\$1.98**

Rich and handsome Black Taffeta Silk Waists; stylishly designed with lace medallions; lace trimmings, and tucks; pretty yoke effects; long sleeves; the selling price is \$4.98. For Opening, special at..... **\$4.98**

Ecru and White Net Waists, made over silk foundation; patterned with fine Cluny lace trimmings front and back; plain and dotted net; all new and handsome creations; rightly priced at \$9.98. Opening special at..... **\$6.98**

The new Black Taffeta Silk Eton Jackets; short sleeves, beautifully trimmed with fancy silk braid; lined with white satin; trimmed front, back, collar, and sleeves; sell at \$8.98. Opening special at..... **\$6.89**

New Spring Tourist Coats, 45 inches long; in gray only; black velvet collar; turn-back cuffs; sell at \$7.98. A sensational Opening sale at..... **\$2.98**

Smart Tan Coverlet and Black Broadcloth Coats; 22 inches long; satin lined; some in the newest collar effects; \$3.98 is the regular price..... **\$5.98**

Raincoats in Oxford, gray, tan, and olive; belt back; sell at \$12.98 regularly. For the Opening..... **\$9.98**

Black Taffeta Silk Pony Coats; beautifully trimmed with silk braid and metal buttons; regular price, \$16.50. Opening reduction..... **\$9.98**

### DRESS GOODS

For Opening day we shall make a special offering of 5,000 yards of sheer and fine plain white Persian Lawns that sell regularly at 10c, for 10c; full 40 inches wide; not more than one dress pattern to a buyer..... **10c**

Sheer and Beautiful White India Linons; full 22 inches wide, that will positively sell at 12c a yard later on; one of the Opening's best offerings at..... **12½c**

The Favorite Silk Organdies in the newest and handsomest Dresden, Persian, and floral effects; the value is actually 25c. For the Opening day only..... **25c**

The Popular All-wool Batistes; light weight and very desirable; in carnation, cardinal, golden, new blue, Nile, pink, light blue, cream, gray, and black; 44c; 26 inches wide; worth 50c; for the Opening at..... **25c**

The Very Stylish Silk Etonettes; 49 inches wide; light blue, pink, pearl, gray, cardinal, cream, and white; the selling price is 49c; for the Opening at..... **25c**

50-inch Wool Panamas in three handsome shades of gray; finest chiffon finish; the popular Panamas sell at \$1 regularly, and are always greatly in demand; 79c Opening price..... **79c**

### Hosiery and Glove Bargains

Men's Fine Black and Brown Half Hose that regularly sell at 25c. For the Opening..... **10c**

Men's High-grade Fancy Effects in Half Hose that sell always at 35c. Now reduced to..... **19c**

Men's Black Silk Lisle Half Hose; fine quality; have never sold under 50c. Sale price..... **19c**

Children's Lace Hose, in black, tan, and white; good sizes; selling at 15c. For the Opening..... **6c**

Women's Black Lace and Lisle Hose that sell regularly at 25c. Opening price..... **11c**

Women's 2-clasp "clarinet" Gloves; black, white, tan, and Oxford; every pair fitted in 79c store; \$1.25 value..... **79c**

Women's Suede Lisle Gloves, in new spring styles; white and black; 10 button; \$1.25 value..... **95c**

Women's 8-button Glace Kid Gloves; black and tan; \$1.50 value..... **\$1.09**

Adler's Men's New Spring Gloves, in all the popular colors; always \$1.25. Opening price..... **\$1.23**

Famous "L. & F. Formosa" 15-button Mousquetaire and Jersey Wrist Gloves; double-tip fingers; value \$1.50..... **\$1.19**

### Groceries at Opening Prices

If you are not buying your groceries here you are losing money, for we promise to save you from one-fourth to one-half of what you would pay elsewhere for identically the same articles. Make a start tomorrow. These for the Opening—

Pillsbury's Flour, 24 lbs..... 70c  
Granulated Sugar..... 5c  
Finest Box Salt, 2½ lbs..... 3c  
Sardines in oil..... 2c  
Macaroni, large pkg..... 6c  
Shriver's Corn..... 15c  
Arrowhead's Coffee..... 15c  
Sapolio, sell at 10c..... 5c  
Finest Sugar Cured Hams..... 15c  
Pears in heavy syrup..... 7c  
California Pears..... 10c  
Onyx Coffee..... 15c  
Nanticoke Tomatoes..... 8c  
Evap. Apples, 1-lb. carton..... 8c  
Best Bk. Pepper, 4 lb..... 3c  
White Cherries, 2-lb. tin..... 7c  
Cruikshank's Catsup..... 7c  
Tomatoes, "Wife's Pride," 3 for..... 25c  
Bread and Cake from this department are famous; bread is received direct from the ovens twice daily. Uniform price always is.....  
Finest Fruit and Pound Cake; 2 pounds each; not surpassed anywhere. Per pound..... **15c**

### In Domestics

Bleached Muslin, in full pieces; extra quality; sold regularly at 45c; for the opening, reduced to..... **42c**

Unbleached Muslin; fine soft thread quality; in full, new pieces; never sells under 60c..... **44c**

White Cannon Cloth, in double width; extra fine quality; the value is 12c; for the opening at..... **12½c**

42-inch Bleached Pillow Case Muslin; extra good and serviceable quality; the value is 15c..... **10½c**

16 and 12½ Dress Gingham and Plain Color Chambrays; Gingham in stripes and checks; the Chambrays in two shades of blue, gray, and oxford; for opening..... **67c**

40-inch Wide White Nainsook; soft and fine quality; the selling price is 15c; opening price..... **15c**

Bleached Double-bed Sheets; size 72x90; sell at 49c; not over two to a buyer, at..... **39c**

Bleached Pillow Cases; full 36-inch hem; extra quality; cotton; sold at 15c; opening price..... **97c**

### Kimonos, Wrappers, &c.

Well-made Lawn Kimonos, in all sizes; extra good materials; about 25 dozen in lot; all fast colors; worth 23c; for opening..... **19c**

Women's Best Quality Percale Wrappers, in all sizes; navy, gray, black, and white; made full and ample; special for opening..... **89c**

New Girdle Corsets; long and short hip corsets; sell at 50c always; for opening at..... **39c**

Ten Styles in New and Handsome Corset Covers; all extra fine materials; sold regularly at 50c..... **39c**

Black Satin Underskirts, in fine new and handsome styles; fast black; sold rapidly at \$1.50; for opening..... **98c**



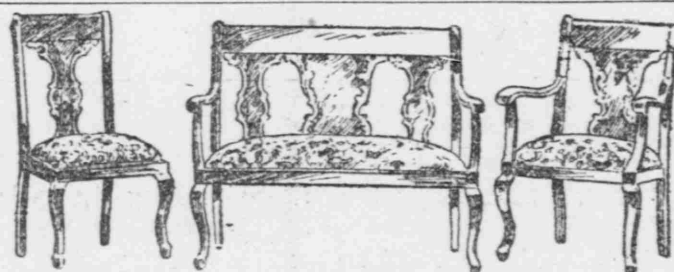
HIGH-GRADE GO-CARTS; STEEL pushers; ½-inch tires worth \$12.49. Opening..... **\$8.98**

FREE—Parasol cover free with every Go-Cart over \$3.98 tomorrow.



THIS HANDSOME HEAVY Pressed Glass Rose Bowl; 8½ inches high; finely polished; new and very attractive pattern; worth 50c to 75c. Opening price (more delivered)..... **25c**

## The Opening Means Great Savings in Furniture

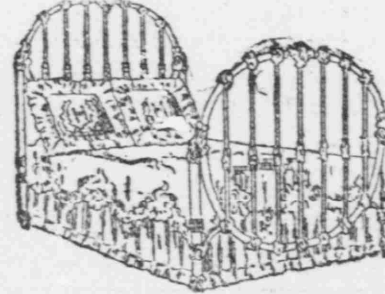


MAHOGANY-FINISH FRAME 3-PIECE PARLOR SUITE; HIGHLY-polished finish; upholstered in silk mercerized Verona; handsome floral designs; these suites sell readily at \$36; for the Opening special at..... **\$28.65**

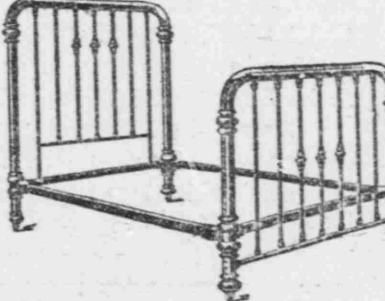
FREE—Pretty pattern Mahogany-finish Parlor Table given with all Parlor Suites tomorrow.



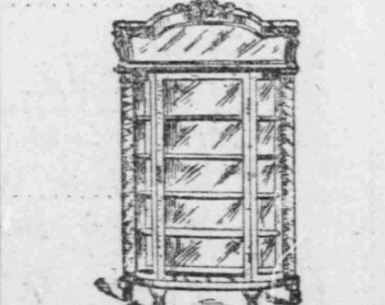
Get a famous "Hoosier" Kitchen Cabinet, and save the wife thousands of steps; the most convenient article of kitchen furniture ever devised; provides a place for everything. A few pennies a day buys one.



ALL-BRASS TUBE BED; 2-INCH posts; full colonial effect; positively \$35 value; for the Opening..... **\$22.89**



THIS COLONIAL FRAME METAL Bed; choice of blue or white enamel; size 3-6 and 4-6 only; \$10 value; Opening price..... **\$5.89**

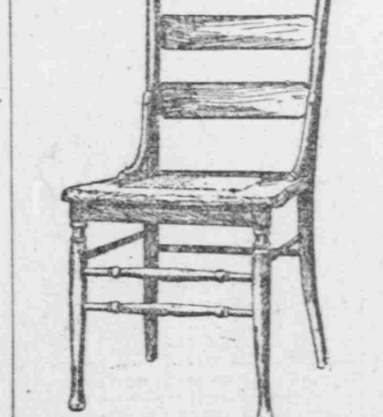


ALL QUARTERED OAK CHINA Case; large and roomy; canopy top; thoroughly well made and finely finished; \$40 value..... **\$29.89**



STEEL-WHEEL FOLDING GO-Cart; light, strong, and durable; special for Opening..... **\$1.09**

Rubber-tire wheels, 50c extra.



TWO PATTERNS IN HIGH-Back Box Seat Dining Chairs; about 5 dozen in all; plain and claw feet; sold at \$3.98 and \$3.98. Now..... **\$1.98**